UCSD | Spring 2007 | PhD seminar:

Flat Word, Branding, Experience Economy, Long Tail, Interaction Design, Mass Collaboration, Search, Elsewhere, and other key forces and ideas which shape contemporary global culture

scroll below for **CLASS SULLABI**

Sassen:
http://transnationalism.uchicago.edu/links.html

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april 2 | no class

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april 9 | Class introduction + presentation on multiple dimensions of design today

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april 16 | IT and the "flattening" of the modern world

class location: **W hotel, San Diego**

readings: **"How the world became flat" in Freedman,** *The World Is Flat*.

Suggested readings:
An influential account of globalisation which focuses on exploitation of workers in the third world, see No Logo by Naomi Klein
who was ranked as 11 in 2005 global intellectuals poll (you should study this list for its own sake)

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april 23 | network, society, and culture

class location: **CALIT2 conference room** (6 floor)
demo: CALIT2 optiputer project and visualization lab

Mondrian, 1911 - image of hierarhical organisation or network?

main readings:
Theory: **Varnelis, The Rise of Network Culture** (link to the online article)
Theory: **Castells, Informationalism** (PDF linked)

class plan:
Discsussions of models by Varnelis, Castells and Friedman
Discussion of class project(s)

terms / references for Varnelis's article:
blog conventions - trackbacks and blogrolls
Annenberg 2006 conference on network publics - categories of online remixes
software mashups
creative commons
wikipedia and other related projects
Yochai Benkler's book
"how news travel on the net" diagram
dfn. of power law distribution
dfn. of "open source" in software development (and related concepts)
actor-network theory (Bruno Latour)

HASTAC 2007 conference program
one wilshire
center for Land Interpetation
Rem Koolhaus's Harvard books (Shopping etc.)

terms / references for Castells' articles
network theory
small world / big world
studies of social networks
information society
knowledge society /knowledge-based economy
hypertext

notes:
Kay and the work at Xerox PARK on a first PC running software sufficient for, in Kay's words, for all information and communications needs of an individual
like Frieman, Castels ses IT as the key force which amde globalization possible

Additional readings:

Definitions:
http://en.wikipedia.org/wiki/Knowledge_economy
http://en.wikipedia.org/wiki/Creative_class

http://en.wikipedia.org/wiki/Groupware
http://en.wikipedia.org/wiki/Computer-supported_collaboration (do read the whole article)

Examples:
Exchange is the most popular software today used by organisations (including most companies).It woud not be an exaggeration to say that the world now runs on Microsoft Exhange Server.

Optional:
If you want more info on concepts used by Friedman, they are linked in Wikipedia article:
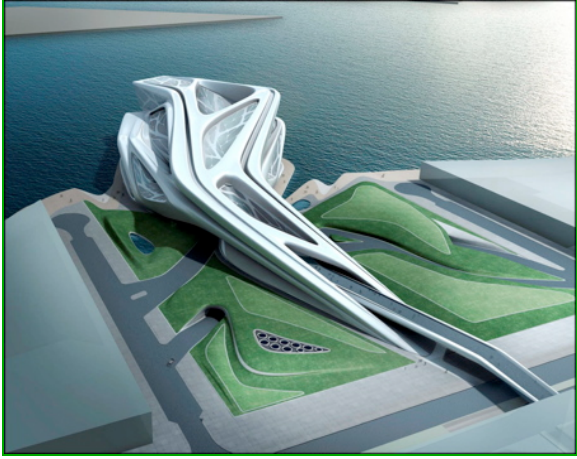http://en.wikipedia.org/wiki/The_World_is_Flat

UCSB conference on Wallmart

The Economist on IT and logistics

Manovich, Remix and Remixability [fall 2005-spring 2006]

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april 30 | Experience Economy and Design
class location: CALIT2 conference room (6 floor)

Zaha Hadid's design for the Performing Arts Centre for Saadiyat Island in the United Arab Emirates

main readings:

the original formulation of experience economy:
Pine and Gilmore, *The Experience Economy*

experience economy today:
trendwatching.com/trends/ [read "top consumer trends for 2007" and other reports if you have time]

additional readings which exemplify diffirent dimensions of design today in general including its relationship to experience economy:

"Doing It Yourself" in Business Week online

A Glossary of Experience Design by the originator of the term

Critical Design (Wikipedia entry)

Zara: Taking the Lead in Fast-Fashion and Zara's Fast Track to Fashion – in Business Week online

Bruce Mau's Massive Change Project

Wallpaper and Frame magazines (look at their web sites)

additional projects related to class in general:

"flat world" in 3D

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may 7 | Diffirent Functions of Design

Apple Yum poster showing iMAC in five colors, around 1998

MAIN READINGS:

Pine and Gilmore, *The Experience Economy*

examples:
The Jerde Partnership

Horton Plaza - the first important project in "exprience architecture" paradigm

Bruce Sterling, *Shaping Things*

background reading:
Internet of Things - read at least "What is Internet of Things" ; other parts are optional

ADDITIONAL READINGS:

From a recent interview with **Victoria Postrel** by James M. Pethokoukis in U.S. News (around 2005):

"Technology has significantly lowered the cost of aesthetics and, in many cases, improved quality, from the durability of upholstery fabrics to the subtlety and staying power of hair dye. The laser alone is hugely important as an aesthetic tool, whether you're talking about scanning photos or resurfacing skin. Information technology applied to distribution and retailing makes aesthetic goods more available and plentiful. Direct marketing, whether through catalogs or Internet sales, makes aesthetic niches profitable, even at middle-class prices, and direct marketing depends on credit cards and computer data bases. Increasingly, aesthetics is the "killer app" for information technology–the reason for buying new and improved digital equipment. Look at the spread of digital cameras and computer systems to store and manipulate photos. Computers make graphic design cheap and pervasive, though you can still see a big difference between professionals and amateurs using similar tools. [Architect] Frank Gehry has just launched a new company, Gehry Technologies, to market the computer system he uses to turn his curvy designs into plans that contractors can follow. Starbucks designers use 3-D animation software to demonstrate how layouts, materials, lighting, and artwork will look in real stores. Software adapted from pilot-training flight simulators lets real estate developers show potential buyers and land-use regulators exactly how new houses will fit into the landscape. On the GE Plastics Web site, customers can specify, display, and order more than 30,000 different colors."

Doors of Perception - a series of highly influential conference about design & society and a blog on similar issues from **John Thackara** (read some of his blog)

architecture for humanity (familiarize yourself with their work)

OTHER important points in the public discourse about design, creative industry, innovation, and business:

Victroria Postrel, The Substance of Style (2004)

Richard Florida, The Rise of the Creative Class: And How It's Transforming Work, Leisure, Community and Everyday Life (2003)

OTHER resources:

www.dezeen.com - a good source of news about design today

Milan Furniture Fair - the leading international annual event centered around furniture design but also including all kinds of side events in Milan

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may 14 | SEARCH / data society / internet of things

MAIN READINGS:

(continued from last week)
Bruce Sterling, *Shaping Things*

John Battelle, The Search: How Google and Its Rivals Rewrote the Rules of Business and Transformed Our Culture (Paperback)

recommended:

Search engine

PageRank

Google

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may 25 | SEARCH + experience design field trip: Stingaree, Airport Lounge, Belo

LOGISTICS::

: we will meet downtown at 6:30 pm (I wil email re our meeting place)
: we will discuss SEARCH and then visit the places above

SEARCH: JUST IN

Yahoo's New Mission Statement: We Are Not Google
Posted on May 17th, 2007 by Mike Abundo
" In response to Google's new tagline, Yahoo retools its mission statement to reconcile its recent social media acquisitions
with its origin as a human-edited directory: To connect people to their passions, communities, and the world's knowledge. Clearly, Yahoo wants to come off
as more "human" than Google, whose mission is to organize the world's information and make it universally accessible and useful."

ADDITIONAL READINGS related to *Shaping Things*:

April 2007 • Metropolis
Teaching the Bigger Picture:
Design schools need to shift focus from the form of objects to understanding the systems that produce them.
By Peter Hall

May 2007 - Business Week
Why Products Fail
by Jessie Scanlon

check info on these books:

The New Ecology of Things (NET)

Cradle to Cradle: Remaking the Way We Make Things (Paperback)
by William McDonough (Author), Michael Braungart (Author)

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june 1 | The LONG TAIL + MASS COLLOBORATION

class location: CALIT2 conference room (6 floor)
time: 3:30pm - 6:30pm

MAIN READINGS:

The Long Tail
by Chris Anderson (2006)

Wikinomics: How Mass Collaboration Changes Everything
by Don Tapscott (Author), Anthony D. Williams (2006)

ADDITIONAL READINGS:

Mass collaboration

Open Content and the Emerging Global Meta-University

Digital repository

Wikipedia

RECOMMENDED:

The BusinessWeek Wikinomics Series

The Wisdom of Crowds
by James Surowiecki (Author)

Democratizing Innovation

longtail.com

sourceforge

www.openarchitecturenetwork.org

www.worldchanging.com

MIT Center for Collective Intelligence

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june 8 | THEORY meets PARTICIPATION CULTURE

class location:TBD
time: TBD

MAIN READINGS:

Convergence Culture by Henry Jenkins (2006)

Media Studies 2.0 by David Gauntlett

additional:
web 2.0 and web 3.0

CLASS SULLABI

UCSD Spring 2007
VIS ARTS 219: Spec Top/Art Practice/Theory

Instructor:
Dr. Lev Manovich - www.manovich.net
email: manovich@ucsd.edu
myspace: www.myspace.com/lev_manovich
Flickr: www.flickr.com/photos/manovich
AIM: levmano
Yahoo! Messenger: levmano12
Skype: levmano12

Special Topic for Spring 2007:
Flat Word, Branding, Experience Economy, Long Tail, Interaction Design, Mass Collaboration, Search, Elsewhere, and other key forces and ideas which shape contemporary global culture

Since 1996, a number of new fundamental forces, ideas and technologies have reshaped contemporary global culture –both the world of communications (mobile technology, Web 1.0., Web 2.0, etc) and the material world (product and space design, architecture, branding, etc.). In this class we will examine some of these ideas and trends. Instead of beginning with the academic sources, we will directly look at particular case studies – iPod and iPhone, Paragon Mall (Bangkok) and the hotels in Dubai, software mash-ups and anime remixes, fashion by Hussin Chaylan and Niketowns, etc. etc. etc.

We will read the most influential books which defined new ideas behind these and numerous other products, spaces, and experiences, and which are currently shaping imagination of people who design culture today. (As can be seen from the amazon.com numbers which I included below –as of from March 5, 2007 – all the books which we will use in this class have very high sales ranks. Surpisingly, I have not met any academic who even heard of any of these books...)

The goal of the class is to get the students familiar with some of the current conceptual map of global culture production. The assumption behind the class structure is that the detailed theory of contemporary "consumer" culture can be found in popular business books and in the professional discourse of most conceptually–oriented members of various professional communities, be it interaction design, branding, or anything else. (By "theory" here I mean not the "interpretation" of cultural content and cultural technologies but the analysis of how this content is made in the first place.) In addition to popular books such as the ones we will be looking at in this class, we will also learn how to extract "cultural theory" from professional publications and also "coffee table" books covering different fields.

Logistics:

If this will be possible given everybody's schedule, most of the class meetings will take place in different recently build commercial spaces in San Diego – hotels, restaurants, clubs, etc. - which exemplify the trends we will be discussing.

Note on the readings: while we will of course supplement the books though online readings, we can't find everything on the web which we need (at least not today). Therefore I have to ask to get hold of a number of books for these class. (And anyway, these are the books everybody is reading today – why should we be any different?)
Here are some tips of how you can make it cheaper for yourself:
check these books in the library,
order at amazon.com instead of the bookstore,
share books..
I don't care how you get the books as long as you will be able to do the readings.

REQUIRED BOOKS:

1.
The World Is Flat [Updated and Expanded]: A Brief History of the Twenty-first Century (Hardcover)
by Thomas L. Friedman
    Publisher: Farrar, Straus and Giroux; Expanded and Updated edition (April 18, 2006)
    Language: English
    ISBN-10: 0374292795
    ISBN-13: 978-0374292799

<Amazon.com Sales Rank: #27 in Books>

2.
The Experience Economy: Work Is Theater & Every Business a Stage (Hardcover)
B. Joseph Pine (Author), James H. Gilmore (Author)
    Publisher: Harvard Business School Press (April 1999)
    Language: English
    ISBN-10: 0875848192
    ISBN-13: 978-0875848198

<Amazon.com Sales Rank: #1,472 in Books>

3.
The Long Tail : Why the Future Is Selling Less of More (Paperback)
By Chris Anderson
Publisher: Hyperion
ISBN-10: 190521121X
ISBN-13: 978-1905211210

<Amazon.com Sales Rank: #415 in Books>

4.
The Search: How Google and Its Rivals Rewrote the Rules of Business and Transformed Our Culture (Paperback)
by John Battelle
> **Publisher:** Portfolio Trade; Reprint edition (October 3, 2006)
> **Language:** English
> **ISBN-10:** 1591841410
> **ISBN-13:** 978-1591841418

<**Amazon.com Sales Rank:** #4,496 in Books>

5.
Designing Interactions (Hardcover)
by Bill Moggridge (Author)
> **Hardcover:** 800 pages
> **Publisher:** The MIT Press (October 1, 2006)
> **Language:** English
> **ISBN-10:** 0262134748
> **ISBN-13:** 978-0262134743
<**Amazon.com Sales Rank:** #1,582 in Books>

6.
Wikinomics: How Mass Collaboration Changes Everything (Hardcover)
by Don Tapscott (Author), Anthony D. Williams (Author)
> **Publisher:** Portfolio Hardcover (December 28, 2006)
> **Language:** English
> **ISBN-10:** 1591841380
> **ISBN-13:** 978-1591841388

Amazon.com Sales Rank: #105 in Books

7.
Convergence Culture: Where Old and New Media Collide [ILLUSTRATED] (Hardcover)
by Henry Jenkins
> **Hardcover:** 336 pages
> **Publisher:** New York University Press (August 1, 2006)
> **Language:** English
> **ISBN-10:** 0814742815
> **ISBN-13:** 978-0814742815

<**Amazon.com Sales Rank:** #2,420 in Books>